Traffic Order# 24370 Status Returned 4 Ver# 7894426 Rep Order# EC'd Yes

Printed:

10/01/2012 10:52 AM 09/20/2012 9:26 AM Last Received:

4

1 of

Showing Buylines: All Lines

) WASHINGTON) JAMIE ANDRUS Rep Firm Sales Office (Salesperson (

() WATERFRONT STRATEGIES 3050 K ST NW, SUITE 100 WASHINGTON, DC 20007

Agency

KSL-TV SALTLAKE CITY
: () PATRIOT MAJORITY

Advertiser Estimate# Product

PATRÍOT MAJ USA SPENCER WOOD

1548

Phone#

Buyer Fax#

10/09/2012 - 10/15/2012

Agency C/P1/P2/E Flight Dates Hiatus Weeks

202-872-1155 Salesperson Phone# Salesperson FAX#

-- CONTRACT COMMENT --

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

- REMARKS -

Pls see lns 7 & 29 for pgm chs and comments

Pls rcfm ok or advise

Thanks

jen

Daypart									
Total Cost	\$180,00	\$1,200.00	\$300.00	\$1,400.00	00"056\$	\$300,00	\$400.00	\$540.00	8700.00
Total Spots	60	션	(1	79	64	77	~	m	αţ
# of Weeks	1	н	Ħ	н	Ħ	ᆏ	г	Ħ	H
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Dates	10/09-10/12	10/09-10/12	10/15-10/15	10/09-10/12	10/09-10/12	10/14-10/14	10/14-10/14	10/09-10/12	10/09-10/12
Rate	\$60.00	\$300.00	\$300.00	\$700.00	\$475.00	\$150,00	\$200.00 Yr pgm title	\$180.00	\$140.00
Len	 0 	90	30	.30	30	30	:30 ಇದ್ರೆಬರ್	*30	30
Program	EARLY TODAY	News	NEWS	TODAY SHOW	TODAY SHOW	SUN TODAY	SUN TODAY V4 8-9p Sun is Meet The Press, please adjust yr pgm title as I booked in the t/p or advise	TODAY SHOW	RACHAEL RAY
Time	5A-6A	6A-7A	6A-7A	7.8-87	8A-9A	7A-8A		9A~10A	102-112
Dау	10-L	TO-E	×	TU-F	TU-F	St	SU 8A-9A Station Remark:	TU-F	a-nr
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2 of 4	ron drus	155	Total Cost		\$140.00	\$560.00	\$140.00	\$680.00	\$170.00	\$400.00	\$100.00	\$800.00	\$200.00	\$100.00	\$100.00	\$780.00	\$130,00	\$780.00	\$130,00	\$2,100.00
) WASHINGTON) JAMIE ANDRUS	202-872-1155	Total Spots	}	H	dt,	я	4,	Ħ	4	н	ゼ	rd	Ħ	г т	w	н	v o	H	দ
52 AM 6 AM		Phone#	# of Weeks	1	H	Ħ	H	 1	щ	Ħ	Н	н	ы	Ħ	r-f	ત્ન	н	н	H	ы
10/01/2012 10:52 AM 09/20/2012 9:26 AM nes	Rep Firm Sales Office Salesperson	Salesperson Phone# Salesperson FAX#	Spots/Week	1 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	гd	먁	Ħ	4	Ħ	Ψ	H	4	н	. स्त	ref	Ф	1	vo	H	4
Printed: 10 Last Received: 09, Showing Buylines: All Lines	TEGIES	12	Dates	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	10/15-10/15	10/09-10/12	20/18-10/18	10/09-10/12	10/15-10/15	10/09-10/12	10/15-10/15	10/09-10/12	10/15-10/15	10/14-10/14	10/14-10/14	10/09-10/12	10/15-10/15	10/09-10/12	10/15-10/15	10/09-10/12
	FRONT STRAT SUITE 100 , DC 20007 548	10/09/2012 - 10/15/2012	Rate		\$140.00	\$140.00	\$140.00	\$170.00	\$170.00	\$100.00	\$100.00	\$200.00	\$200.00	\$100.00	\$100.00	\$130.00	\$130.00	\$130.00	\$130.00	\$525.00
Traffic Order# 24370) W. SO K ST ASHINC /P2/E		Len		:30	08:	300	. 30	:30	30	3.00	06:	:30	08:	30	08:	0 %	06.	0 %	0e:
4 Status Returned	UTY		Program		RACHAEL RAY	studio s	stroic 5	12N NEWS	12n news	TODAY SHOW	TODAY SHOW	DAYS OF OUR LIVES	DAYS OF OUR LIVES	SUN EDIN	1030a-11a hist of saints	DR PHIL	DR PHIL	KATIE	KATIE	News
Ver#	KSL-TV SALT LAKE CITY r ()PATRIOT MAJORITY PATRIOT MAJ USA 1548	000	Time	-	108-118	112-12P	112-12F	12P-1P	12P-1P	1P-2P	1P-2P	2p-3p	2P-3P	8A-930A	1030A-112	3P-4P	35-45	42154	4P-5P	SP-530P
7894426	IL-TV SALT LAKE () PATRIOT M PATRIOT MAJ USA	SPENCER WOOD	рау		×	3-0I	×	TO-I	×	TU-F	¥	TO-T	Z	SU	sa	TU-F	Ħ	TULE	×	TU-F
Rep Order# EC'd Yes	67 ∜#	Buyer Phone# Fax#	LT Ln] 	10	11	17	E L	\$* 	S, T	ю Н	17	6 0 Fi	61	20	27	22	ଧ ଅ	24	S S

Rep Order# EC'd Yes	7894426	Ver#	4 Status Returned	Traffic Order# 24370	#24370	Showi	Printed: 10, Last Received: 09/ Showing Buylines: All Lines	10/01/2012 10:52 AM 09/20/2012 9:26 AM ines	2 AM AM		3 of 4	
Station KS Advertiser Product Estimate#	KSL-TV SALTLAKE CITY r ()PATRIOT MAJOR PATRIOT MAJUSA 1548	SALT LAKE CITY) PATRIOT MAJORITY IOT MAJ USA	RITY	Agency () V 3050 K.S. WASHIN	WATERFRO T NW, SUI VGTON, DC	() WATERFRONT STRATEGIES 3050 K.ST NW, SUITE 100 WASHINGTON, DC 20007 CPI P27F //1548	GIES	Rep Firm Sales Office (Salesperson () WASHINGTON) JAMIE ANDRUS	ON RUS	
	SPENCER WOOD	7000		Flight Dates Hatus Weeks	10/09/2	10/09/2012 - 10/15/2012		Salesperson Phone# Salesperson FAX#	Phone# FAX#	202-872-1155	155	
ur fr	Day	Time	Program		E E E	Rate	Dates	Spots/Week	事 (e o o (h k) (k)	Fotal Spots	Total Cost	
26	¥	5P-530P	NEWS		30	\$525,00	10/15-10/15]	"	\$525,00	-
27	I O L	6P-630P	NEWS		30	\$485.00	10/09-10/12	សា	p-f	ហ	\$2,425.00	
28	Ξ	6P-630P	NEWS		:30	\$485.00	10/15-10/15	H	Ħ	п	\$485.00	
60 (7) *	TU-F 630P- Station Remark:	77	NEWS V4 1x 10/12 Fri 630-7p new pgm ncir, pls rcfm	will be Game Ni ok	:30 \$4 ght Live,	\$475.00 m, spt mgd stp	10/09-10/12 ip	dı.	н	ध्या	00'006'18	
30	Ħ	630P-7P	NEWS		:30	\$475.00	10/15-10/15	п	⊣	е	\$475.00	
33	es es	6P-630P	NEWS		30	\$225.00	10/13-10/13	н	⊣	₽	\$225,00	
35	ಕ್ಷ	630E-7E	GAME NIGHT LIVE		30	\$100.00	10/13-10/13	ਜ	н	н	\$100.00	
en en	×	7.P-9.P	VOICE		30	\$3,700.00	10/15-10/15	ы	H		\$3,700.00	
PF C	D.H.	46-48	GO ON/NEW NORMAL		:30	\$2,500.00	10/09-10/09	L 1	H	н	\$2,500.00	
es Es	Įп	89 148	GRINM		08:	\$1,300.00	10/12-10/12	н	1	, , ,	\$1,300.00	
96	Çr.	₫01-₫6	DATELINE		30	\$1,000.00	10/12-10/12	н	7	н	31,000.00	
37	SA	102-10357	NEWS 4		130	\$1,100.00	10/13-10/13	ਜ	7	H	\$1,100.00	
හ ල	TC-F	10359- 11379	TONIGHT SHOW		06.1	\$600.00	10/09-10/12	ব্দ	H	다	\$2,400.00	
<u>თ</u> ღ	×	1035P- 1137P	TONIGHT SHOW		0 "	\$600.00	10/15-10/15	Ħ	∺	н	\$600.00	

\$750.00

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\$250.00

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4 of 4	ON RUS 155	Total Cost	\$4,500.60	\$500.00			ಳೆ ೧	
) WASHINGTON) JAMIE ANDRUS † 202-872-1155	Total Spots		Ħ			KTVX	
26 AM	((Phone# FAX#	k # of Weeks	1	н			% % %	
10/01/2012 10:52 AM 09/20/2012 9:26 AM ines	Rep Firm Sales Office () Salesperson () Salesperson Phone#	Spots/Week] 	н			KSTU UNKN	
Printed: 10/ Last Received: 09/ Showing Buylines: All Lines			10/14-10/14	10/14-10/14			20 8 8	
P. Last R. owing Buy	TEGES	Dates		10/1			KSL	
S) WATERFRONT STRATEGIES CST NW, SUITE 100 INGTON, DC 20007 E //1548 10/09/2012 - 10/15/2012	Rate	\$4,500.00	\$500.00			& & & &	
ar# 24370	() WATERFRONT STI 3050 K. ST. NW, SUITE 100 WASHINGTON, DC 20007 PLP2/E //1548 es 10/09/2012 - 10/11:	다 라	 0	:30			KJZZ KUTV	
Traffic Order# 24370	Agency ()3050 K.S WASHII Agency C/P1/P2/E Flight Dates						CABL 0% KUCW 0%	
Status Returned		Program		SPORTSBEAT			\$188,825	
Ver# 4	CITY AAJORITY \		 615P-930P NFL	930P-10P SPC	00	00 00°0\$ / -	ស ស	
	Station KSL-TV SALT LAKE CITY Advertiser () PATRIOT MAJORITY Product PATRIOT MAJ USA Estimate# 1548 Buyer SPENCER WOOD Flone#			3086	/ \$37,765 OTALS-	94 / \$37,765.00 : 94 / \$37,765.(ls: 94 / \$37,76: nt/xcld/rtrn: 0	Market Totals	null Ra35+
7894426	CSL-TV S. ()1 PATRIO 1548 SPENCE		as a	SO	OTALS— als: 94	94 / \$ ils: 34 / itals: 94 sent/rcl	X	
Rep Order# EC'd Yes	Station K Advertiser Product Estimate# Buyer Phone#	ŀ	41	42	-REPORT TOTALS Report Totals: 94 / \$37,765.00 -SALES MONTELY TOTALS	Oct 12: 94 / \$37,765.00 Sales Totals: 34 / \$37,765.00 Station Totals: 94 / \$37,765.00 Lines not sent/xcld/rtrn: 0 / \$0.00 —COMPETITIVE—		Books